

## NOAA's Preserve America Initiative Grants (PAIG)

### Project Proposal Guidelines

Due April 27, 2007

**Instructions:** Proposals **must** consist of a Cover Page, Abstract (Part A), the **required elements** under Project Description (Part B) and Project Approach (Part C), and a Budget (Part D). These are the evaluation criteria. If the required elements are not included, the proposal will not be considered by the review committee. There are additional **optional** elements in Parts B and C, which allow reviewers to give extra points to your proposal. Part E is also an optional component that provides for bonus points. It is not required for proposals to address each additional criterion. However, the more criteria each proposal incorporates, and the higher the score for each criterion, the higher the proposal will rank.

The entire proposal must not exceed five (5) pages, **excluding** the Cover Page and Budget table. Limit your narrative for each section by writing comprehensive yet concise descriptions. Attach additional information as appendices.

Please use a standard 12 point font for all text (not including figures or tables) and a one inch margin on all sides. Provide 10 complete copies of your proposal to the Project Coordinator listed below. At least one copy must remain UNBOUND. Simply use a paperclip or bull-clip for this copy. The other copies may be stapled. No fancy binding is required or desired.

#### Cover Page

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Please use the format of the PAIG Cover Page, attached at the end of these Guidelines, as the first page of your proposal. This page does not count toward the five page limit.

#### Part A: Abstract

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**Required:** Write a brief (we encourage no more than half page) narrative providing an overview of the project.

#### Part B. Project Description

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How does your project address the Preserve America Initiative **Criteria**? Provide a narrative response to each of the following **Required Elements**, and the additional elements, if they apply. To what degree does your project accomplish each? Be as quantitative as possible, including measurable outcomes where feasible.

**Required Elements:**

- B1. Protect or enhance **historic NOAA properties or heritage assets** that are in danger of being lost (real property, instruments, documents, photographs, and other materials that have helped advance knowledge of the environment). Describe the degree of risk of their loss, quantitatively, if possible. (15 points)
- B2. Relate to **NOAA's mission** and current or historical efforts to fulfill that mission. (5 points)

**Additional Elements:**

- B3. Incorporate **unique local or regional cultural heritage**. (15 points)
- B4. Expand existing **partnerships** or develop new ones. Be sure to differentiate between existing partnerships and new partnerships, and describe the degree of expansion for existing partnerships. (10 points) (A partner is a participating organization or agency that is *external* to NOAA.)
- B5. Describe new or enhanced **crosscutting** opportunities within NOAA. (5 points) (A crosscutting opportunity involves one or more different offices or programs of NOAA.)

**Part C. Project Approach**

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How do you plan to accomplish your project goals? Briefly describe the tasks involved, schedule or timeline for implementation.

**Required Elements:**

- C1. Tasks and Schedule: Briefly list each task, the lead for each task (NOAA office or partner), and schedule or timeline for implementation. Please link the task to the budget, include progress milestones, deliverables or products, and quantitative measures of success or accomplishment. You may provide this information in a table or matrix, or if it is easier, in a descriptive manner (written out paragraphs). (15 points)
- C2. Partnerships: IF you have partners involved in the project, a letter of support that specifically describes the level of participation (monetary, volunteers, in-kind support) and a point of contact is **required** from each. These should be attached in an appendix.

In this part of C2, please list each partner and add any *additional* information that you feel explains the partnership that may not already be described in the partner's letter. The greater the percentage of costs covered by partners, the higher the proposal will rank. (10 points)

**Additional Element:**

- C3. If this project could be expanded to require further funding beyond this first cycle, briefly describe how. If this project can be scaled or tailored to local needs and implemented

elsewhere (transferability), briefly describe how. (5 points)

#### **Part D. Project Budget**

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**Required:** Budget: What is the cost to implement the project? Include a brief budget narrative and a tabular budget breakdown by line item (i.e. labor, facilities, equipment, supplies, travel, etc.) showing costs and how they will be distributed among partners, if partners and/or other NOAA offices are included. Please separately identify direct costs to be paid by the PAIG Grant, by an office dollar match, or through in-kind contributions, using your best estimate of the value of the in-kind contribution. Please note that matches are not required, however they can add to your score.

We encourage you to develop a table similar to the example provided (attached at the end of the Guidelines) with modifications as needed. The table can be inserted in the proposal *after* Section E. Where possible, include references to milestones, deliverables or products, and measures of success. (15 points)

#### **Part E. Bonus Elements (up to 20 bonus points possible)**

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- E1. Economic benefits: Does the project provide economic benefit by increasing educational and/or commercial value of NOAA assets and their accessibility *to the public*. (Economic benefits include heritage tourism, developing a “sense of place” for local residents, dissemination of historical information or displays that may have tourism value, as well as direct economic benefits to a community.) Providing valid quantitative benefits in terms of dollar amounts will strengthen your proposal.
- E2. Describe the magnitude and diversity of the project’s intended audience.
- E3. Briefly highlight any unique aspects of this project that have not been adequately described above.

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## PAIG COVER PAGE FORMAT

Heading: PAIG 2007

Project Title:

Project point of contact:

Name :  
Full mailing address :  
NOAA line office :  
Telephone number :  
Email :

Amount requested:

Match amount (if applicable) in dollars:

Approx. value of in-kind services in dollars:

List of partners:

Proposal package sequence (Check off as each is included):

- |       |   |
|-------|---|
| _____ | 1. Cover page   |
| _____ | 2. Proposal, parts A, B, C, D, and E (as appropriate); text limited to 5 pages. You may insert the budget table <i>after</i> Section E. |
| _____ | 3. Letters of support from all partners ( <b>required element for all projects that include partners</b> )                              |
| _____ | 4. Supplemental materials as needed (photographs, inventories, etc., but please keep to a minimum)                                      |

**Part D. Sample Project Budget.** This budget sheet is provided as an example, to demonstrate listing costs, matches and in-kind contributions of the initiating NOAA office, other collaborating NOAA offices or programs, and any external partners that may be involved (matches and in-kind contributions are **not** required, however they add points). The PAIG Grant request in this **example** is for \$9,800.

Project Title:			NOAA Offices					External Partners				TOTAL
Point of Contact:			Initiating NOAA Office (in dollars\$)			Collaborating NOAA Office		Partner #1		Partner #2		
			PAIG Grant Request	Office Dollar Match	In-Kind (Value)	Office Dollar Match	In-Kind (Value)	Dollar Match	In-Kind (Value)	Dollar Match	In-Kind (Value)	
Project Costs (examples)												
	Labor											
		Project management/coordination		3,000								\$3,000
		Data collection (paid intern)	2,000	2,000				2,000				\$6,000
		Outreach, publicity or education									2,000	\$2,000
		General/administrative support			1,000						1,000	\$2,000
	Outside contracts/services											
		Digitizing				5,000						\$5,000
		Oral history transcription services	4,000									\$4,000
		Web/art development					3,000					\$3,000
	Labor SUBTOTAL		6,000	5,000	1,000	5,000	3,000	2,000	0	0	3,000	\$25,000
Project Expenses												
	Equipment rental		1,000				2,000					\$3,000
	Supplies		1,000		500		500		500			\$2,500
	Postage or freight										400	\$400
	Film purchase and development							500				\$500
	Report production/binding							2,000				\$2,000
	Other				1,000							\$1,000
	Travel											
		Mileage or local travel costs	500							50		\$550
		Hotel	1,000							200		\$1,200
		Per Diem (food/incidentals)	300							150		\$450
	Expense SUBTOTAL		3,800	0	1,500	0	2,500	2,500	500	400	400	\$11,600
PROJECT TOTAL			\$9,800	\$5,000	\$2,500	\$5,000	\$5,500	\$4,500	\$500	\$400	\$3,400	\$36,600